

BULB
BOOK
Fall.
1939



FORTUNE (See Page 4)

DAFFODILS • TULIPS
DUTCH IRIS • HYACINTHS • ANEMONES
RANUNCULUS • MISCELLANEOUS BULBS



CALIFORNIA NURSERY CO.
NILES, CALIFORNIA



MRS. R. O. BACKHOUSE

A nice pink and white effect can be had by planting White Excelsior Dutch Iris and Rosabella tulips in front of pink Weigela and bordering with white Scillas, white Arabis or Violas. For a somewhat later planting try Leda tulips and Violet Queen Dutch Iris in front of Talisman roses and border with Radio violas.

Indian Chief Tulips and bronze pansies seem made for one another. Another less common combination is that of Bronze Queen and Ambrosia tulips planted beneath a Copper Beech with a blue border to accent the copper tones.

For early May plant White Watsonias and Bride Baby Gladiolus with blue Delphiniums or *Campanula persicifolia* in front of snow-white *Philadelphus virginalis*. Hunnemannia in clear yellow or pink snapdragons and Peach Blossom Baby Gladiolus could be used in place of the blue flowers to change this combination from year to year.

INSTRUCTIONS for ORDERING:

QUALITY. You can be sure of success in growing spring flowering bulbs if you plant large, vigorous "Roeding Quality" bulbs. Our Daffodils are all No. 1 grade, "Double-Nose" bulbs which produce 50 to 100 per cent more flowers the first year than "round" bulbs. Our tulips are "top size" which is the best grade obtainable. The other bulbs in our list are of equally good grades.

TERMS. Our terms are cash unless other arrangements are made.

SALES TAX. When remitting, customers must add to their orders the following amounts for STATE SALES TAX: Orders from 15 to 49 cents, 1 cent tax; 50 cents to 83 cents, 2 cents tax; 84 cents to \$1.16, 3 cents tax; \$1.17 to \$1.49, 4 cents tax; \$1.50 to \$1.83, 5 cents tax. For each \$1.00 thereafter, 3 cents additional tax.

SHIPPING CHARGES. There is no charge for packing and we will prepay shipping charges on all bulbs to points within the 4th zone, **except on orders for less than \$1.00 a handling charge of 25c will be made.**

QUANTITY RATES: 25 bulbs of one variety take the 100 rate; 500 to 1000 (assorted varieties) take a discount of 5% from the 100 rate; 1000 or more, 10% discount.



... ROEDING'S QUALITY
THE MARK OF DISTINCTION

Pleasing Effects from COMBINATION Plantings





Much of the pleasure in growing Spring Flowering Bulbs comes from successfully working out attractive combinations with Flowering Trees and Shrubs, Perennials and Annuals. To do this to the best advantage it is advisable to keep notes of the flowering time of different varieties in your own garden. As a guide to beginners in this type of gardening we list some of the combinations that have been admired in our own gardens:

For late February—*Prunus blireana*, Silver Star Daffodils with a border of Lady Derby Hyacinths or *Primula malacoides*. For a blue and gold effect—February Gold Daffodils with Blue Poppy Anemones interplanted with *Campanula poscharskyana* and yellow *Helianthemum* for later bloom. A similar color effect is obtained from Blue Poppy Anemones with the yellow tulip, *Arethusa*, balanced with yellow *Ranunculus* and the lavender tulip, *Dream*. Interplant with blue *Campanula persicifolia* and yellow Snapdragons or plant against a background of yellow Marguerites for color in May.

For March gardens plant together Spiraea prunifolia, Jefta Daffodils, Primrose Dame Violas and Blue Nemesias; Prunus triloba, Hera Daffodils and Blue Nemesias or pink English Daisies; White Flowering Peach, Wedgewood Iris, John Evelyn Daffodils and Forget-me-nots or Yellow Primroses; Mrs. R. O. Backhouse or Lovenest Daffodils, Santoii or Salmon Queen Kurume Azaleas and Scilla campanulata Excelsior.

For a shaded corner of the garden a pleasing and long flowering combination is comprised of Wedgwood Iris, Queen of the Blues Hyacinths and pale yellow English Primroses interplanted with Blue Horizon Iris and blue Scillas for later bloom.

CALIFORNIA NURSERY CO.

Established 1865

George C. Roeding Jr., President

MAIN OFFICE: NILES, CALIFORNIA

Branch Nurseries

MENLO PARK SACRAMENTO MODESTO FRESNO

● Cultural Information.
"How to Grow Daffodils"
will be found on page ten



AEROLITE



MRS. E. H. KRELAGE

Giant Trumpet DAFFODILS

..... the earliest and largest blooms

This class includes those varieties with cup or trumpet longer than the outer petals or perianth segments. The figures following the names refer to the relative time of flowering: (1) being early and (5) being latest.

AEROLITE (2). A pale gold daffodil preferred by those who value perfection of form. Large, graceful trumpet held in bold relief by wide petalled, flat perianth. Earlier than King Alfred and lasts longer than most varieties. Each 15c; 10 for \$1.25; 100 for \$10.00.

CLEOPATRA (4). Prolongs the season for this type of daffodils, being extremely late. Splendid large flower of uniform lemon-yellow. Each 20c; 10 for \$1.50; 100 for \$12.00.

EMPEROR (3). An old variety of exceptional hardiness and vigor; deep primrose-yellow; medium size. Each 10c; 10 for 85c; 100 for \$7.00.

HECTOR TREUB (2). A new yellow daffodil, a seedling of King Alfred. The most admired Yellow Trumpet at our Eighth Annual Outdoor Bulb Show. Beautifully proportioned flowers on sturdy stems. Each 15c; 10 for \$1.25; 100 for \$10.00.

JEFTA (2). Bi-color Trumpet. Ivory perianth and unfading pale sulphur-yellow trumpet with recurved mouth. We grew it at Niles for the first time last year and consider it one of the best new King Alfred seedlings. Each 25c; 10 for \$2.00; 100 for \$16.00.

KING ALFRED (2). Best known and most popular daffodil in its class. Dark golden yellow flowers of regal form and bearing. Each 15c; 10 for \$1.25; 100 for \$10.00.

SILVANITE (3). Striking new variety with creamy-white perianth and trumpet of clear unfading canary-yellow. Large flowers but exceptionally graceful and attractive in the garden. Each 35c; 10 for \$3.00; 100 for \$24.00.

SPRING GLORY (2). Perianth deep cream, beautifully formed trumpet of clear golden-yellow. Does best in light shade. 10 for 80c; 100 for \$7.00.

TRESSERVE (2). Giant flowers, often more than 4 inches across. Entire bloom deep canary-yellow; trumpet broad and deeply laciniate. About a week later than King Alfred. 10 for \$1.00; 100 for \$8.00.

WARWICK (3). A striking King Alfred seedling with star-shaped perianth of golden-yellow and exquisitely modeled giant trumpet a shade deeper in color. New and most desirable in every way. Each 20c; 10 for \$1.50; 100 for \$12.00.



SPRING GLORY

SILVANITE



WHITE TRUMPET DAFFODILS

... a new group in the Giant Trumpet class

BEERSHEBA (3). The most sought after of all white trumpets and still very scarce. Large, flat perianth, trumpet long and graceful with beautifully flanged mouth. Entire flower white in all stages. Each \$2.25.

JUNGFRAU (3). A new variety; very tall and strong; perianth cream-white with pale primrose trumpet. We found Jungfrau delightful planted with a border of Primrose Dame violas. Each 25c; 10 for \$2.00; 100 for \$16.00.

LA VESTALE (2). Very early; perianth ivory, trumpet opens pale yellow and fades to cream; fine for naturalizing in light shade. Each 30c; 10 for \$2.75; 100 for \$24.00.

LOVENEST (2). One of the few "pink daffodils". Exceptionally dainty flower of good size and charming form. Perianth white, trumpet opens saffron-yellow and turns to light apricot pink. Each 90c; 10 for \$8.00; 100 for \$75.00.

MRS. E. H. KRELAGE (2). Opens a pale bi-color but fades to even ivory white; good texture and form. Each 25c; 10 for \$2.00; 100 for \$16.00. (See color plate on page 3.)

MRS. R. O. BACKHOUSE (3). The best pink daffodil. Snow white, flat perianth; trumpet opens apricot changing to clear, delicate pink. Combines exquisitely with Salmon Queen Kurume Azalea. Each \$1.85. (See color plate on page 2.)

SPECIAL COMBINATION OFFER—1 each of 6 White Trumpet Daffodils listed above (\$5.80 value) for \$5.00, plus 15c State Sales Tax.

DICK WELLBAND



CROESUS

DAFFODILS FOR NATURALIZING

Because they are reliably hardy, require little care and are immune to raids by gophers and other pests, daffodils are largely planted for permanent beauty. They give a most charming effect when planted in drifts in front of shrubbery or in the light shade of tall deciduous trees.

EXTRA NOVELTY MIXTURE. Made up of good standard varieties, novelties and unnamed seedlings of modern types. 100 for \$5.00; 1000 for \$42.50.

SPECIAL LIGHT SHADES MIXTURE. Contains large percentage of such Leedsii types as Lord Kitchener and Hera seedlings. A beautiful blend of soft colors. 100 for \$6.50; 1000 for \$60.00.

Incomparabilis NARCISSI

... startling new colors in wide range of forms

Cup or chalice one-third to three-fourths the length of the petals or perianth segments.

CARLTON (2). A fine clear yellow self-color of great size; flat overlapping perianth and large expanded crown frilled at brim. We consider Carlton the most outstandingly beautiful variety recently introduced from Europe. Each 90c.

CROESUS (3). Flowers are held well above the foliage giving a concentrated mass of color. Canary-yellow perianth with broad, flat cup of rich orange. 10 for \$1.00; 100 for \$9.00.

DICK WELLBAND (3). Sensational in the sharp contrast between the flat, snow-white petals and flat, broad crown of blazing orange-red. Very tall and strong with flowers held erect. Each \$1.00; 10 for \$9.00; 100 for \$85.00.

FORTUNE (2). The most talked about daffodil of recent years. Yellow perianth of solid texture and crown of unfading glowing orange; of large size. Heretofore too expensive for anyone but collectors, increased stocks have resulted in Fortune being offered at popular prices for the first time this year. Each \$4.00. (See color plate on front cover.)

FRANCISCA DRAKE (3). Sharply reflexed perianth of white tinted gold at base; deep cup of flaming orange; strong growing and increases rapidly. Sharply reduced in price this year. Each 50c; 10 for \$4.50; 100 for \$40.00. (See color plate on page 10.)

HELIOS (2). A very early daffodil with overlapping golden perianth and short cup of golden orange. Increases rapidly. 10 for \$1.00; 100 for \$9.00.



HELIOS



JOHN EVELYN

Why You Get *Full Value* in Roeding's Quality Bulbs

Our Daffodil Bulbs are all No. 1 "Double-Nose" grade. They produce 50% to 100% more blooms than "Round" bulbs and are much more vigorous than No. 2 "Double-Nose" bulbs. On a "cost per flower" basis our large bulbs are the best bargain, and they also yield a more rapid increase in new bulbs.

This same emphasis on quality continues through our whole list making Roeding's Quality Bulbs a splendid investment.

INCOMPARABILIS—continued

JOHN EVELYN (3). Pure white, flat perianth 4 to 5 inches across; flat cup unfading yellow 2 inches in diameter heavily fluted and shirred. Our No. 1 bargain at this year's new prices. Each 20c; 10 for \$1.50; 100 for \$12.00.

LUCINIUS (5). A self-colored golden yellow flower of exceptionally fine form and substance. Late and long lasting. One of the best varieties for cutting. Each 15c; 10 for \$1.00; 100 for \$9.00.

ORANGE GLOW (3). A beautiful new daffodil of large size. Wide, slightly crinkled perianth of primrose; flaring trumpet, yellow with orange glow, frilled at edge. Each \$1.50.

RED CROSS (3). A famous daffodil that is much reduced in price this year because of increased supply. Flat, primrose perianth; deeply frilled orange cup. Each 25c; 10 for \$2.25; 100 for \$20.00.

RED SHADOW (5). A large, late daffodil; exceptionally vigorous with heavy foliage. Perianth creamy yellow, cup dark yellow with orange margin. Each 85c.

SIR WATKIN (3). A standard variety fine for cutting. Perianth sulphur, cup yellow tinged with orange. 10 for 75c; 100 for \$6.00.

STELLA PRATT (4). Star-shaped perianth of light yellow; long yellow trumpet shaded to reddish-orange. Very striking and one of our best sellers. Each 20c; 10 for \$1.75; 100 for \$16.00.

WHITEWELL (3). Pure white, starry perianth; yellow cup edged orange. Flowers held well above foliage; especially good for naturalizing. 10 for 75c; 100 for \$6.50.

YELLOW POPPY (3). Another excellent variety for mass planting. Primrose perianth, bright yellow flat cup; very graceful and gay. 10 for 90c; 100 for \$8.00.



RED CROSS



WHITEWELL

BARRII NARCISSI

.... brilliant red cups of dainty form

Short cup, usually one-third or less the length of the perianth segments.

ALCIDA (5). Giant flower; pure white perianth opening flat, individual petals over $1\frac{1}{2}$ inches wide; broad yellow cup edged blood-orange. Strong growing and late. Each 15c; 10 for \$1.35; 100 for \$12.00.

ANNA CROFT (3). Perianth pale yellow, cup darker yellow shading to orange; crinkled and frilled. Very tall, strong stems holding the flowers erect. A fine vigorous variety. Each 15c; 10 for \$1.35; 100 for \$12.00.

BARRII CONSPICUUS (4). Perianth pale yellow; short yellow cup edged orange-scarlet. 10 for 65c; 100 for \$5.00.

BATH'S FLAME (2). Outstandingly strong and brilliant. Bright yellow perianth with darker cup edged with brilliant scarlet. Each 15c; 10 for \$1.35; 100 for \$12.00.

DIANA KASNER (5). A magnificent flower and a vigorous grower. Creamy-white perianth, large, fluted yellow cup with orange-red frill. Very late flowering. Each 15c; 10 for \$1.00; 100 for \$9.00.

DOSORIS (5). Perianth white, flat cups of orange-red; short to medium stems; often 2 flowers on a stalk; plant in partial shade. 10 for 65c; 100 for \$5.00.

FIRETAIL (4). The most popular daffodil in our garden this year. Flowers on tall stems well above the foliage. Creamy-white perianth fading to pure white; flat cup of solid, bright scarlet; nicely fragrant. Each 25c; 10 for \$1.75; 100 for \$16.00.



DIANA KASNER

FIRETAIL

LEEDSII NARCISSI

..... pale, delicate beauty

GERTIE MILLAR (3). A giant flower of remarkably delicate coloring. Pure white perianth with a beautifully proportioned pale primrose cup deeply fluted and frilled and of translucent texture. Each 50c; 10 for \$4.00; 100 for \$35.00.

HERA (4). Overlapping petals of pure white; frilled chalice of creamy-white with primrose edge, fading to pure white. 10 for 90c; 100 for \$8.00.

LORD KITCHENER (2). Pure white perianth; frilled cup of lemon-yellow; large flowers of good form. Fine for naturalizing in light shade. 10 for 90c; 100 for \$8.00.

MRS. NETTE O'MELVENY (3). A tall daffodil of great grace and beauty. Pure white perianth; cup of deep lemon-yellow. 10 for 90c; 100 for \$8.00.

SILVER STAR (2). Earlier than King Alfred, this large silvery daffodil is a general favorite. Broad, cream-white perianth, wide trumpet of primrose changing to cream-white. Very vigorous. Each 20c; 10 for \$1.50; 100 for \$12.00.

TUNIS (2). A tall, robust-growing daffodil holding its flowers very erect on strong stems. Perianth white and distinctly "star-shaped"; cup ivory with a remarkable flush of coppery-gold at edge; very long lasting. Each 50c; 10 for \$4.00; 100 for \$35.00.



JONQUIL HYBRIDS

..... delightful color, cheery fragrance

BUTTERCUP (2). Clear buttercup-yellow with straight trumpet and flat, overlapping perianth. Each bulb throws 3 to 6 flower stalks and has a long blooming period; fragrant. Each 15c; 10 for \$1.25; 100 for \$10.00.

GOLDEN SCEPTRE (2). Slightly darker than Buttercup and with a flaring trumpet; very free flowering; fragrant. Each 10c; 10 for 85c; 100 for \$6.50.

ODORUS CAMPERNELLE (1). Rush-like foliage and clusters of bright yellow, fragrant flowers beginning to bloom in January and continuing into March. 10 for 75c; 100 for \$6.00.

ODORUS ORANGE QUEEN (2). In form and habit much like Odorus campernelle but flowers are uniform rich orange-yellow. Exceptionally graceful and beautiful as a cutflower. 10 for \$1.00; 100 for \$8.00.

TULLUS HOSTILIUS (3). Golden-yellow flowers of trumpet type borne 2 to 3 on a stalk and 3 to 5 stalks to each bulb. Typical jonquil fragrance. Unexcelled for mass color effects. 10 for \$1.00; 100 for \$8.00.

Note: For miniature jonquils see page 9.



JONQUILLA SIMPLEX

DOUBLE NARCISSI

..... bizarre forms and color combinations

SNOWSPRITE (5). The loveliest of the double types; flowers white with palest lemon shading; delightfully fragrant. Very late and should be planted in light shade with protection from wind. Each 15c; 10 for \$1.25; 100 for \$10.00.

THE PEARL (3). Moderately double; creamy white interspersed with sulphur yellow; nice fragrance. 10 for \$1.00; 100 for \$8.00.

TWINK (2). Petals alternate soft primrose and clear orange giving it a most unique appearance. Very early and exceptionally vigorous. Each 25c; 10 for \$2.00; 100 for \$16.00.

Locate Daffodil beds at the north end of the garden wherever possible as the blooms face south to the sun. They will also face away from a wall or hedge. In small gardens grow daffodils in containers moving them into location when buds are formed and out again when through blooming. If watered and fertilized after blooming, the bulbs will flower for two years in containers. After that time plant directly in the soil for two years to renew their vigor.

SILVER STAR



TULLUS HOSTILIUS

SHIPPING PRACTICE

We ship bulbs postpaid within the 4th zone, except that on orders for less than \$1.00 a handling charge of 25c will be made.

Daffodils, Dutch Iris, Ranunculus, Anemones and Freesias are ready for shipment in late September. Tulips, Hyacinths, Scillas and other Dutch bulbs are ready in early October.

BRANCH NURSERIES

Send mail orders direct to our main office at **Niles, California**. Shipments will be made as early as bulbs are available. We also carry stocks of bulbs at our various branch nurseries. In **Sacramento** at 3149 Folsom Blvd., in **Modesto** at our nursery on the Crows Landing Highway, in **Menlo Park** at Allied Arts Guild, Creek Drive and Arbor Drive, in **Fresno** at our Belmont Branch, Belmont and Thorne.



LAURENS KOSTER

SNOW KING



POETAZ NARCISSI

..... plant them for concentrated color effect

ADMIRATION (3). Five or more flowers of large size in a long open cluster; perianths pale yellow with reddish-orange cups; mildly but sweetly scented. Rare and scarce. Each 20c; 10 for \$1.35; 100 for \$12.00.

CHEERFULNESS (5). Flowers in clusters; very double and as symmetrical as little camellias; white marked with lemon. Each 15c; 10 for \$1.00; 100 for \$8.00.

GOLDEN PERFECTION (4). A new Giant Poetaz of surpassing beauty and vigor. Overlapping citron-yellow perianth; pure gold cup of perfect proportions; mild jonquil fragrance. Each \$1.50.

KLONDYKE (2). Yellow perianth with golden cup; flowers borne in large clusters; nice fragrance. 10 for \$1.00; 100 for \$8.00.

LAURENS KOSTER (2). Perianth pure white, yellow eye. Flowers in large clusters on long, strong stems; fine for mass effects. 10 for 85c; 100 for \$7.00.

MEDUSA (3). A new type of Poetaz; large, graceful poeticus-like perianth with flat, fluted crown of orange scarlet; 2 to 3 flowers to a stem. Each 15c; 10 for \$1.35; 100 for \$12.00.

ORANGE CUP (3). Yellow perianth, cup yellow with bright red picotee; very brilliant; flowers in clusters; fragrant. Each 15c; 10 for \$1.25; 100 for \$10.00.

POETICUS NARCISSI

..... pure, perfumed

ACTAEA (3). In our opinion the best Poeticus for California conditions. Good foliage, strong stem and a large flower of exceptional substance and form with erect carriage. Pure white perianth, orange eye with red rim. Each 45c; 10 for \$3.50; 100 for \$30.00.

EDWINA (4). Purest white perianth with broad overlapping petals; flat yellow eye, edged red; very nice fragrance. 10 for \$1.25; 100 for \$10.00.

ORNATUS MAXIMUS (3). Larger than the old Ornatus. Very broad, snowy petals; flat cup of saffron edged rose-red; fragrant. 10 for 65c; 100 for \$5.00.

RUPERT BROOKE (5). A fine new Poeticus. Very broad, snowy-white petals, small red rimmed cup; exceptionally fragrant. Each 15c; 10 for \$1.25; 100 for \$10.00.

SNOW KING (4). Glistening white perianth with exceptionally broad, flat petals; cup with broad red edge; outstanding among the new Poeticus; tall, strong stem with good neck. Each 15c; 10 for \$1.35; 100 for \$12.00.



MEDUSA

POLYANTHUS NARCISSI (Tazetta)

..... reliable standbys for winter bloom

CHINESE SACRED LILY (1). Perianth white, cup golden-yellow; flowers in large clusters; very fragrant. 10 for 85c; 100 for \$7.50.

PAPER WHITE (1). Small, scented flowers borne in clusters. Excellent for growing in water for winter indoor decoration. 10 for 60c; 100 for \$5.00.

SOLEIL D'OR (1). Form similar to Chinese Sacred Lily; perianth golden-yellow, cup orange. Blooms very early. Each 10c; 10 for 90c; 100 for \$8.00.



ROEDING'S QUALITY
... The Mark of Distinction



FEBRUARY GOLD

TRIANDRUS and CYCLAMINEUS Hybrids ... a new group especially suited for California

AGNES HARVEY (4). A beautiful, chalice-cupped Triandrus hybrid. Flowers snow-white in clusters of 2 to 3 blooms. Each 25c; 10 for \$2.25; 100 for \$20.00.

FEBRUARY GOLD (1). Very early Cyclamineus hybrid with long, straight orange trumpet and reflexed golden yellow perianth. Flower of fair size on 8 to 10 inch stem; exquisitely graceful. Each 30c; 10 for \$2.50; 100 for \$22.50.

MOONSHINE (4). A lovely Triandrus hybrid; creamy-white flowers drooping gracefully; 2 to 3 to a stem; large, bell-shaped trumpets. Each 25c; 10 for \$1.75; 100 for \$16.00.

PEARLY QUEEN (3). Pearly-white perianth and widely flaring, large trumpet of lemon-yellow; 1 to 2 flowers to each stem; drooping habit; very unique. Each 15c; 10 for \$1.35; 100 for \$12.00.

QUEEN OF SPAIN (3). A wild Triandrus hybrid, unexcelled for rock gardens. Reflexed perianth, slender trumpet of soft canary-yellow; 6 to 8 inches. Each 25c; 10 for \$2.25; 100 for \$20.00.

THALIA (4). A dainty Triandrus hybrid; snow-white flowers borne in drooping clusters of 2 or 3 on tall, slender stems. Each 25c; 10 for \$2.25; 100 for \$20.00.

MINIATURE NARCISSI for Rock Gardens ... "crown jewels" of the rock garden

BULBOCODIUM CITRINUS. Sulphur Hoop Petticoat Daffodil. Pale citron flowers, 6 to 8 inches; plant in sandy soil in full sun. Each 15c; 10 for \$1.25; 100 for \$10.00.

BULBOCODIUM CONSPICUUS. Yellow Hoop Petticoat. Rich golden-yellow flowers; rush-like foliage; 6 to 8 inches. Prefers sandy peat soil in full sun with moisture when growing but keep fairly dry in summer. Each 10c; 10 for 60c; 100 for \$4.50.

CANALICULATUS. A dainty little Polyanthus Narcissus suitable for sunny situations in the rock garden. Perianth white, cup golden, borne in clusters, sweetly scented; height 6 inches. 10 for 60c; 100 for \$4.50.

JONQUILLA SIMPLEX. The true, single, sweet jonquil. Charming clusters of numerous small, rich, yellow flowers of delicious scent. Round bulbs only, 10 for 50c; 100 for \$4.50.

(Continued on next page.)

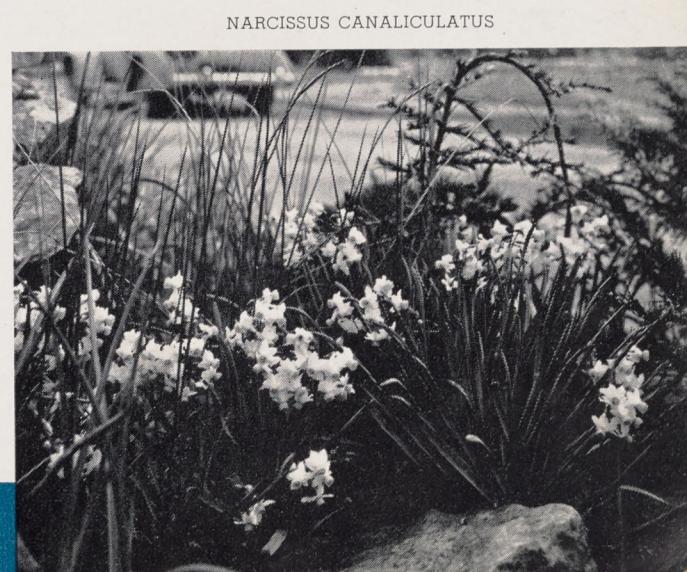
Work Your Ground Well
BEFORE Planting—It Pays!



QUEEN OF SPAIN



BULBOCODIUM CONSPICUUS
(Hoop Petticoat Daffodil)



NARCISSUS CANALICULATUS

DAFFODIL Collections . . .



Our Double-nose Daffodil bulbs produce twice as many flowers, twice as much color, a true value!

COLLECTION No. 1 . . . \$2.90

A collection that will add a lot of interest to your daffodil garden. Seven of the ten varieties have not been catalogued by us previously. The other three are of exceptional merit and worthy of duplication. They will bloom from late February to mid-April.

2 ADMIRATION	2 JUNGFRAU
2 ALCIDA	2 MOONSHINE
2 HECTOR TREUB	2 RED CROSS
2 JEFTA	2 SNOW KING
2 JOHN EVELYN	2 YELLOW POPPY

2 each of the above-named varieties—20 large, double-nose bulbs, \$2.90—plus State Sales Tax 9c. (Regular price \$3.75.)

COLLECTION No. 2 . . . \$4.75

Because of increased stocks we are able this year to include several recent introductions in this group. It is planned primarily to give the maximum amount of bloom for the minimum of cost.

10 CROESUS	10 KING ALFRED
10 HELIOS	10 MRS. N. O'MELVENY
10 LUCINIUS	10 WHITEWELL

10 each of the 6 above-named varieties—60 large, double-nose bulbs, \$4.75—plus State Sales Tax 14c. (Regular price \$6.15.)

RAREST NEW DAFFODILS . . . \$5.80

From our trial garden last spring we selected the best and most beautiful varieties for this collection. Consider this as a garden investment since the rate of increase in bulbs will be much greater than any future reduction in prices.

1 ACTAEA	1 GOLDEN PERFECTION
1 ANNA CROFT	1 ORANGE GLOW
1 BEERSHEBA	1 TUNIS
1 CARLTON	1 WARWICK

1 each of the 8 above-named rare varieties—8 large double-nose bulbs, \$5.80—plus State Sales Tax 17c. (Regular price \$7.20.)

MINIATURE DAFFODILS—continued . . .

JUNCIFOLIUS. A miniature jonquil. Rich yellow flowers on 3 to 4 inch stems; fragrant. Give it a well drained but moist and lightly shaded spot in the rock garden. Each 40c; 10 for \$3.50; 100 for \$30.00.

TRIANDRUS ALBUS. "Angel's Tears." Reflexing perianth, bell-shaped trumpet, entire flower creamy-white, drooping. 2 to 3 blooms on 4 to 5 inch stem. Prefers shade, gritty soil and well-drained position. Each 25c; 10 for \$1.85; 100 for \$17.50.

SPECIAL MINIATURE DAFFODIL COLLECTION—2 each of the 6-named varieties—12 bulbs \$1.65 (plus state sales tax 5c).



FRANCISCA DRAKE

HOW TO GROW DAFFODILS

Daffodils require no summer care and since they are not eaten by gophers and have few diseases they are an excellent garden investment.

Plant deeply. Most varieties thrive four to six inches under ground. The depth depends on size of bulb, a safe depth being three times the largest diameter of the bulb.

Dig the soil eighteen inches deep before planting if possible. Do not allow manure to come into contact with bulbs although rotted manure may be dug in deeply below where the bulbs will be planted, or may be used as a mulch after planting has been done. In heavy soils the addition of sand and peat will be found beneficial.

Plant in October or November. Irrigate the soil thoroughly as soon as bulbs are planted to start root growth at once. Natural rainfall is normally sufficient to keep daffodils growing but they should never be allowed to become dry.

After blooms have withered, cut off dead flowers, cultivate the soil and stir in bone meal or a good commercial fertilizer. Irrigate to keep the foliage green and growing for four to six weeks longer. **Do not cut foliage until it turns yellow.** To do so will weaken the bulbs and seriously reduce the number of flowers for next year.

Daffodil bulbs do not need to be divided oftener than once in three to five years. They may be safely left in the ground all summer and covered over with shallow rooted summer-flowering annuals. Any amount of moisture will not harm them.

The Giant Trumpets particularly do best under the light shade of deciduous trees.

HYACINTHS . . .

... most fragrant of Spring Flowering Bulbs

Set bulbs 5 to 6 inches deep and same distance apart. Plant in full sun or moderate shade; soil should be light, rich and well drained. Bulbs may be left in the ground for several years. A top dressing of bone meal or well-rotted manure should be given each summer or early fall.

The figures following the names refer to the relative time of flowering; (1) being earliest, (4) being latest.

PRICES: 17/18 ctm, extra large garden size or for potting; each 15c; 10 for \$1.35; 100 for \$11.00.

PRICES: 15/16 ctm, for general garden use; each 15c; 10 for \$1.00; 100 for \$8.50.

CITY OF HAARLEM (4). Creamy-yellow, large spike, late blooming. Very lovely interplanted with dark blue Forget-me-nots or Radio violas.

FURST BISMARCK (2). Brilliant medium blue, exceptionally large, broad spikes.

KING OF THE BLUES (4). Dark blue, compact spikes; late.

LADY DERBY (2). Blush pink, large individual flowers and good spikes; one of the finest.

L'INNOCENCE (1). The best pure white. Flowers large and of excellent substance.

ORANJE BOVEN (2). A new color in hyacinths; rich salmon pink with delicate orange sheen; very effective combined with blue flowers.

QUEEN OF THE BLUES (2). Most popular lavender-blue variety. Strong growing with large spikes on good stems.

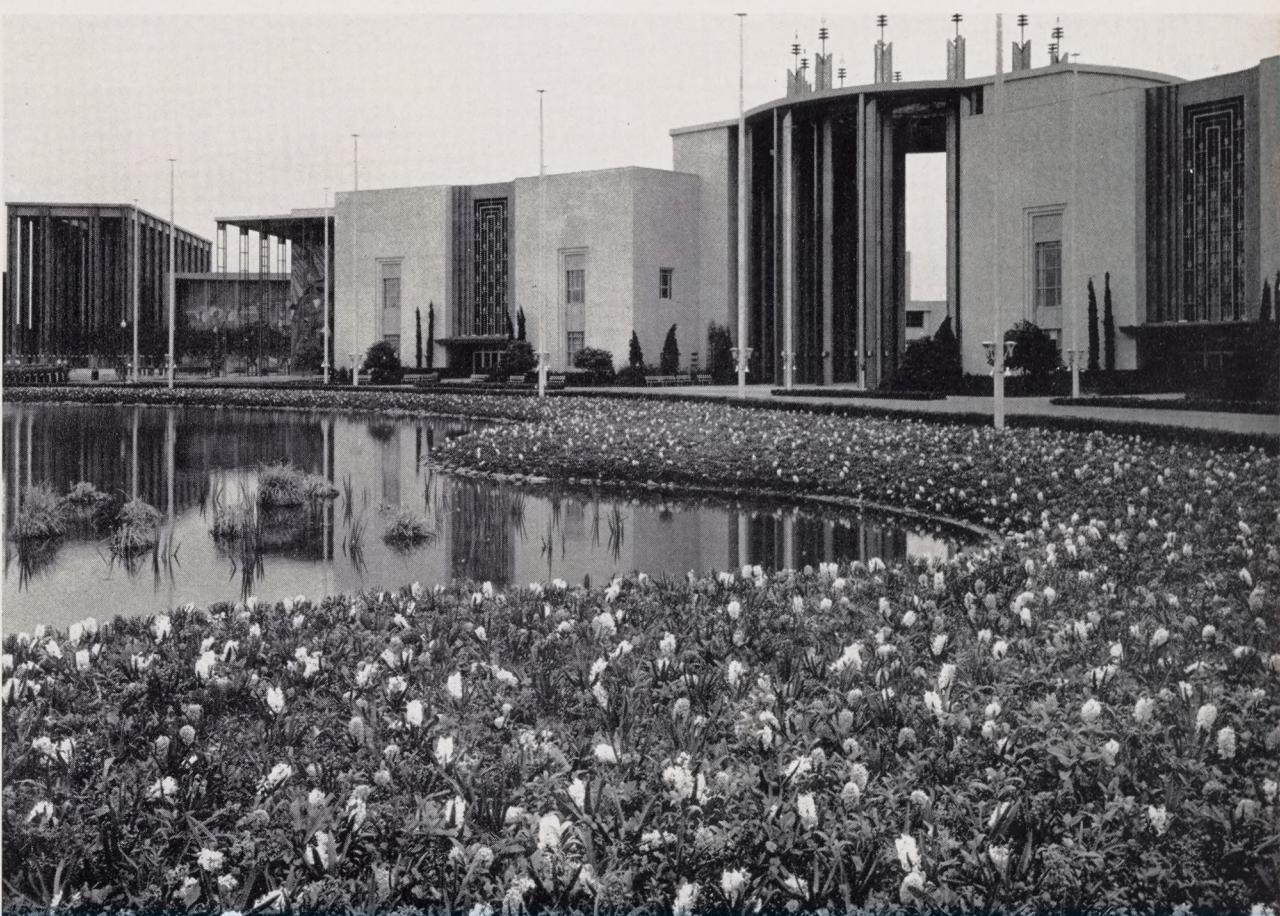
QUEEN OF THE PINKS (3). Beautiful rosy-pink; long spikes.

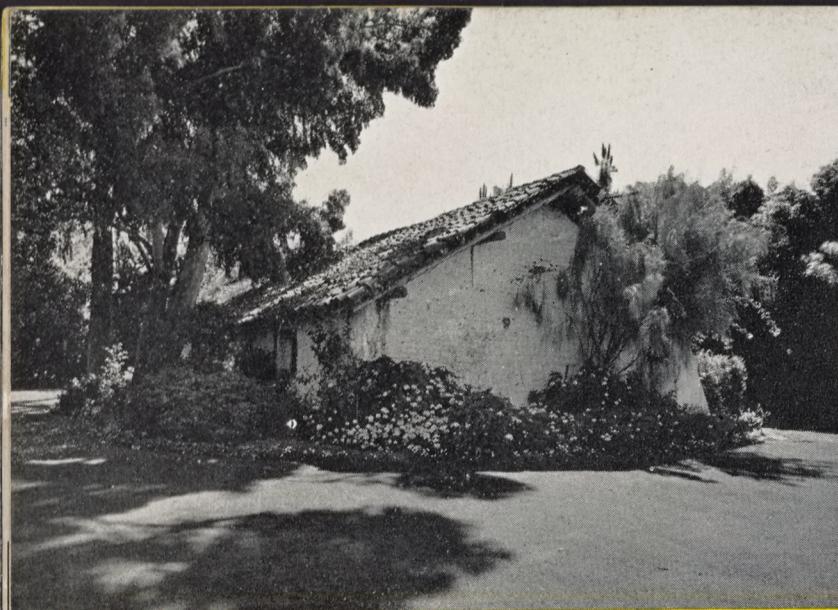
YELLOW HAMMER (2). Lovely creamy-yellow; quite early.



HYACINTHS

Hyacinths around the Lake of the Nations at Golden Gate International Exposition.





"Old Adobe", our century-old Guest Lodge and a center of interest for California flower lovers.



Our Daffodil Test Garden where the newest varieties are given a trial.

AN INVITATION to Our Ninth Annual Outdoor Bulb Show

On this page are pictured some of our activities during the past year. Participation in the California Spring Garden Show in Oakland; winning a Gold Medal in a Tulip Show at the G. I. E.; introduction of the outstanding, new Golden State Rose; maintenance of a replica of "Old Adobe" as our exhibit on Treasure Island, form part of our record of achievement. The enterprise which gave us the greatest pleasure, however, was our Eighth Annual Outdoor Bulb Show.

Each Autumn we plant bulbs by the thousands—Daffodils, Tulips, Dutch Iris, Hyacinths, Scillas, and scores of other sorts. When these flowers begin to bloom in March and April we hold open house and invite all our customers and friends to visit our gardens. During this period we have the opportunity to greet thousands of our friends and to thank them for their loyal support and continued patronage.

Already we are laying plans to make our Ninth Annual Show the best yet. The increase in our daffodil planting makes it necessary for us to open up a new garden for tulip display and we have some surprises for those who have visited our bulb shows in the past. As in former years, cards of invitation giving the exact dates, will be mailed to our customers and friends before the formal opening of the show.

Daffodils are the main feature of the show during March. This year we will exhibit more than 150 varieties, including a lot of new ones recently introduced. Giant Trumpets will contrast with tiny miniatures only a few inches high; Incomparabilis and Barrii in startlingly brilliant colors will vie for popularity with the pale, cool shades of Leedsii and Triandrus Hybrids. Jonquils and Poet Narcissi will pour their delicate perfumes upon the Spring breezes.

Gorgeous Ranunculus and Anemones, fragrant Hyacinths, blue Wedgewood Irises and Grape Hyacinths as well as scores of smaller bulbs will add to the colorful pageant. Azaleas by the hundreds, Chinese Magnolias, Camellias and beautiful Flowering Fruit Trees will create a background of charm and distinction.

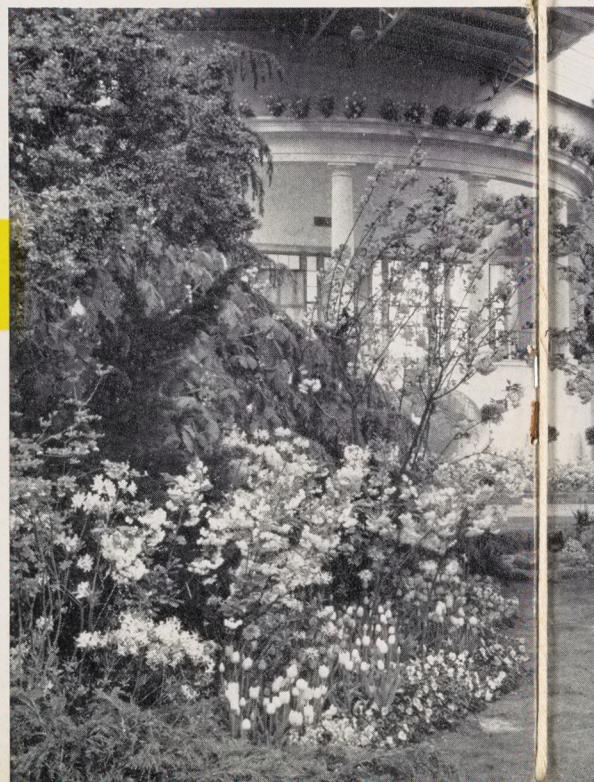
Tulips in a dazzling array of colors join the parade in early April while the later varieties of Dutch Irises exhibit all the tints of the rainbow.

Bus trips through our extensive growing grounds give our visitors new insight into the operations of this, the West's oldest and largest nursery. An exhibit of flower arrangements in "Old Adobe" will provide practical and stimulating demonstrations of the use of Spring Flowers.

Garden Clubs are again invited to hold their March and April meetings in the garden of "Old Adobe", our century-old Guest Lodge.

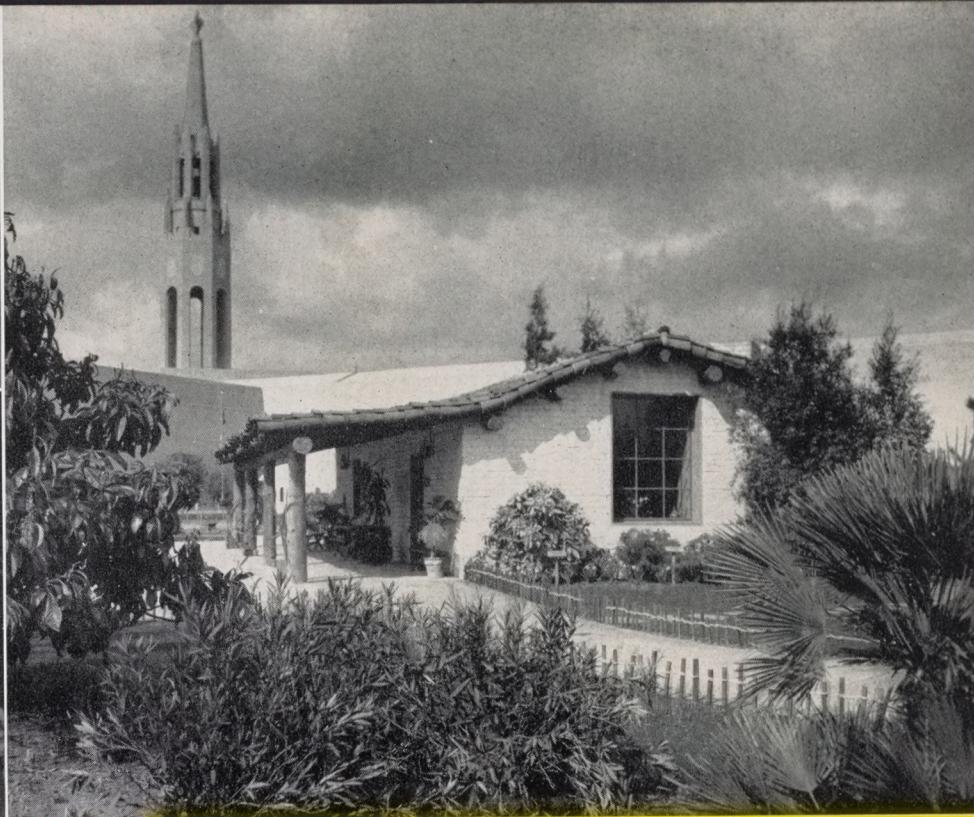
Above all, this is our personal invitation to you to visit our Ninth Annual Outdoor Bulb Show in 1940.

Sight-seeing bus on which our visitors are given a tour of our growing grounds at Niles.

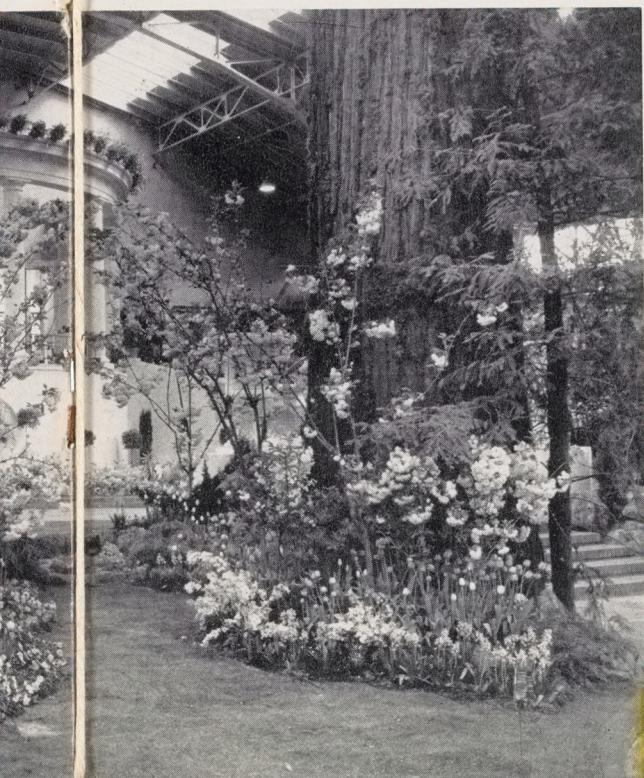




(Upper) President Leland Cutler awards the California Nursery Company the Exposition's Gold Medal in the April Tulip competition; (lower right) Dr. John McLaren inspects the award.



Two views of our building and garden at Treasure Island which was based on "Old Adobe", our Guest Lodge at Niles.



"Golden State" Official Theme *Rose* GOLDEN GATE INTERNATIONAL EXPOSITION

A young native daughter expresses her approval of our recent introduction, the Golden State Rose, theme rose of Golden Gate International Exposition.





GIANT

How to Grow TULIPS



From late October till the end of November is the most favorable planting time although planting may be done as late as early January. Early and shallow planting will often result in short stems and inferior blooms since warm weather at planting time will start top growth before roots are formed.

Peat is a valuable addition to any kind of soil in which bulbs are to be planted and is essential for retaining moisture in very heavy or very light soils.

Plant tulip bulbs six inches deep in sandy soil and five inches deep in heavy soil. Good drainage is essential and it is often advisable to raise the level of tulip beds above the surrounding garden if drainage is doubtful. Place a handful of sand under each bulb when planting to aid in drainage. Do not allow fresh manure or commercial fertilizer to come in contact with the bulbs. Dig it down below where the bulbs are to be planted, or apply it as a top-dressing after planting has been done.

Water thoroughly as soon as bulbs are planted. Do not allow soil to become dry after young leaves are through. Tulips need lots of water when growing. As soon as blooms have fallen, remove the seed pods and keep the beds well watered and cultivated for a month. When foliage is ripe and dry, dig the bulbs, dry them thoroughly in the shade, clean them and store in a cool, well ventilated place until the next planting season.

DARWIN TULIPS

..... best for clear, brilliant colors

The figures following the names refer to the relative time of flowering; (1) being early, (4) being latest.

BLEU AIMABLE (3). Bright violet-purple shaded steel-blue; 26 inches. 10 for 65c; 100 for \$5.25.

BLUE PERFECTION (2). Medium violet-blue with heliotrope margin; petals pointed; graceful flower. 10 for \$1.35; 100 for \$12.00.

CITY OF HAARLEM (3). Pure scarlet with steel-blue center and white ring; 26 inches. 10 for 75c; 100 for \$6.75.

CLARA BUTT (4). Clear pink becoming darker with age; 26 inches. 10 for 60c; 100 for \$5.00.

ECLIPSE



DREAM (2). Soft, uniform lilac, nicely formed flowers; 28 inches. 10 for 60c; 100 for \$5.00.

DRESDEN CHINA (2). Rosy lavender with lighter margins. Dainty coloring and graceful form distinguish this new tulip. 10 for 85c; 100 for \$7.50.

ECLIPSE (3). The darkest, clear red tulip; magnificent form; 26 inches. 10 for \$1.40; 100 for \$12.50.

FEU BRILLIANT (3). Brilliant, fiery red with no rose or purple shading; 28 inches. 10 for 70c; 100 for \$6.25.

GIANT (2). Very large, rich purple flowers; 28 inches. 10 for 70c; 100 for \$6.00.

LA TULIPE NOIRE (2). (The Black Tulip.) Dark maroon, approaching black; 26 inches. 10 for 70c; 100 for \$6.00.

MELICETTE (2). Lilac-lavender, nicely formed flowers; 28 inches. 10 for 70c; 100 for \$6.00.

PRIDE OF HAARLEM (2). Dark, rosy-scarlet; exceptionally large flowers; 30 inches. 10 for 60c; 100 for \$5.00.

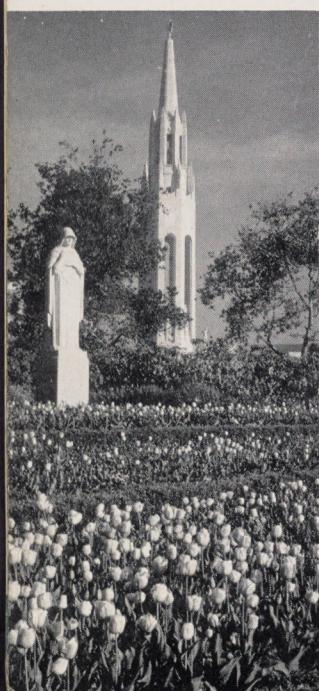
PRINCE OF WALES (2). Fiery rose-scarlet, inside vivid cherry-scarlet; extra large flowers; 30 inches. 10 for 70c; 100 for \$6.00.

PRINCESS ELIZABETH (4). Old rose pink, white center; 26 inches. 10 for 60c; 100 for \$5.00.

WHISTLER (3). Most popular red tulip at our 1937 Bulb Show. Blazing crimson, nice form, large flowers; 26 inches. 10 for 75c; 100 for \$6.25.

YELLOW GIANT (4). A true Darwin Tulip; very dark yellow; dark stamens; extra large and tall; 30 inches. 10 for 65c; 100 for \$5.50.

ZWANENBURG (3). Very large, pure white flowers with dark stamens; the tallest white tulip; 28 inches. 10 for 75c; 100 for \$6.75.





COTTAGE TULIPS

..... gay and graceful, light in color

ALBINO (2). Strong growing, pure white tulip with extra good stems and fine form; 26 inches. 10 for 75c; 100 for \$6.50.

AMBROSIA (3). Salmon-carmine, shaded amber, yellow center; beautifully proportioned; very large and tall; 28 inches. 10 for 65c; 100 for \$5.25.

ARETHUSA (2). Medium yellow, exquisitely graceful; the most popular yellow tulip in our gardens; 26 inches. 10 for 75c; 100 for \$6.75.

AVIS KENNICOTT (3). Chrome-yellow with black center; very graceful; 28 inches. 10 for 60c; 100 for \$5.00.

CARRARA (1). Pure white with yellow anthers; full round flowers; 20 inches. 10 for 75c; 100 for \$6.50.

DIDO (3). Cochineal-carmine edged salmon-pink and amber, yellow center; flower very long on a strong stem. 10 for 60c; 100 for \$5.00.

DR. JOHN McLAREN (3). Light lemon yellow cottage tulip of exceptional substance and fine form. Very lovely planted with blue Forget-me-nots or Baby Blue Eyes. Height 27 inches. 10 for \$1.00; 100 for \$8.50.

GRENADEIER (2). Immense flowers of flaming orange scarlet on rather short stems; most brilliant of all tulips. This variety was featured in the planting of "Old Adobe" garden at our 1938 Bulb Show. 10 for 60c; 100 for \$5.00.

INGLEScombe PINK (1). Opens salmon-rose fading to lavender pink; tall and early; 28 inches. Effective with a background of old-rose and white stocks and a border of white scillas. 10 for 60c; 100 for \$5.00.

INGLEScombe YELLOW (4). Canary-yellow, feathered with red on old flowers; 20 inches. 10 for 60c; 100 for \$5.00.

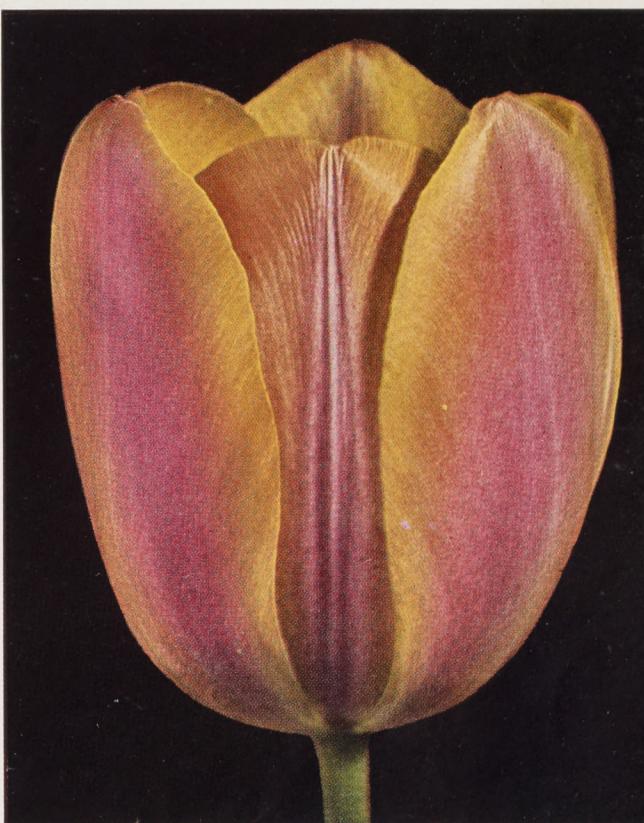
MARION VOORHIES (2). Extra large flowers with wide rounded petals. Clear golden yellow throughout. 10 for 80c; 100 for \$7.25.

(Continued on next page.)

MRS. MOON



ARETHUSA



DIDO

All Roeding's quality Tulip bulbs are top grade and imported from one of the most reliable growers in Holland.



Results with Tulips come from bulbs of KNOWN QUALITY



ROSABELLA

INGLES COMBE YELLOW



COTTAGE TULIPS—continued

MARJORIE BOWEN (2). Brilliant dark salmon-pink with golden glow at base. Exceptionally large, shapely flower with tall, strong stem. After Mayflower, the most stunning tulip in our 1939 Bulb Show. 10 for 85c; 100 for \$7.50.

MAYFLOWER (2). Without reservation the finest tulip we have ever grown. Fiery carmine flower of immense size with vivid blue center. Its giant size, vivid color and good form created a real sensation in our bulb gardens. Each 30c; 10 for \$2.25; 100 for \$20.00.

MISS BLANCHE (2). Creamy-white paling to pure white; an excellent variety for cutting; plant with forget-me-nots and primrose violas. 10 for 60; 100 for \$5.25.

MOONLIGHT (1). The earliest Cottage Tulip, blooms with late daffodils. A graceful and charming variety; 24 inches. 10 for 70c; 100 for \$5.75.

MRS. MOON (3). Dark golden-yellow; long slender petals slightly reflexing; 24 inches. 10 for 65c; 100 for \$5.25.

PICOTEE (2). Opens white or cream faintly feathered with pink, becoming heavily margined with rose. Petals pointed, sharply reflexing; 16 inches. 10 for 65c; 100 for \$5.25.

ROSABELLA (4). Apple blossom pink flushed with salmon. Color does not fade and flowers are very lasting. Stems extra strong. Groups nicely with Blue Excelsior Scillas and pink English Daisies. 10 for 70c; 100 for \$6.00.

RETROFLEXA (2). A pale yellow, lily-flowered tulip; long slender flower with pointed and reflexed petals opening wide in full sun. Try planting it against a white Spiraea Van Houttei with a border of white and yellow English Primroses. 10 for 70c; 100 for \$6.00.

SIRENE (3). Brilliant satin-rose. A lily-flowered tulip with sharply reflexing petals; 24 inches. 10 for 70c; 100 for \$5.75.

BREEDER TULIPS

..... rich, glowing color combinations

BRONZE QUEEN (2). Purplish-fawn, interior buff yellow; stout stem, good form; a reliable old favorite. Blends nicely into the colors of Cottage Tulip Ambrosia. 10 for 60c; 100 for \$5.00.

DILLENBURG (3). A popular new variety of excellent form; orange and gold with a rosy bloom. Matches the color of Orange King, but is a week later. 10 for 70c; 100 for \$6.00.

DOM PEDRO (3). Coffee-brown, interior reddish-mahogany. Combines beautifully with gold and maroon wall flowers and yellow Swiss Giant Pansies. 10 for 70c; 100 for \$6.00.

INDIAN CHIEF (3). Reddish-mahogany flushed rosy-bronze; extra large flower of beautiful form on a tall, strong stem. Our favorite bronze tulip. 10 for \$1.10; 100 for \$10.00.

LUCIFER (3). Dark but brilliant orange with rosy bloom, interior scarlet-orange; pointed petals. 10 for 80c; 100 for \$7.00.

OLD GOLD (Yellow Perfection) (2). Light bronze-yellow with bronze marks at outer tips of petals, olive green center; large, beautifully formed flowers on strong stems; 28 inches. Strikingly modernistic in its unusual coloring. 10 for 70c; 100 for \$6.00.

ORANGE GLORY (3). Large, round flowers of glowing orange with darker base and interior. Extra fine. 10 for 85c; 100 for \$7.50.

PRINCE ALBERT (2). Glowing chestnut brown; long flower with pointed petals; darker than Bronze Queen; 28 inches. 10 for 60c; 100 for \$5.25.

PRINCE OF ORANGE (2). Terracotta, edged orange-yellow; very large with fine, strong stems; 26 inches. 10 for 60c; 100 for \$5.00.

VELVET KING (2). Dark royal purple; cup-shaped flower of large size; 28 inches. 10 for \$1.00; 100 for \$9.00.



DILLENBURG

TULIP *Novelties*

BLUE FLAG (4). Late Double. Light violet-blue, very double flowers on tall, strong stems. Group with Therese Schwartze Dutch Iris and blue columbines, edge with Purity Freesias. 10 for 80c; 100 for \$7.00.

FANTASY (3). Parrot Tulip. This is a sport of the popular Clara Butt. Color is soft carmine with reverse of petals marked with pale green, flushed with bronze; petals serrated and laciniated in a beautiful manner. 10 for 70c; 100 for \$6.00.

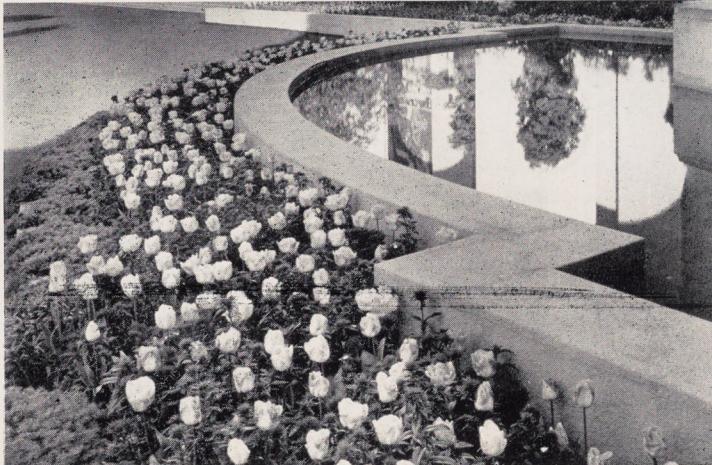
KRELAGE'S TRIUMPH (1). A Mendel tulip flowering nearly two weeks before the Darwins. Large flowers, dark red with slight bronze undertone borne on stems of medium length. 10 for 70c; 100 for \$6.00.

MOUNT TACOMA (4). A late double of large size; stems of medium length but sturdy. Flowers are like large white peonies. Rare and stock limited. Each 25c; 10 for \$2.25; 100 for \$20.00.

TELESCOPIUM (1). A tall, strong-growing early tulip of the Triumph division. Flower rosy-violet, nicely formed and attractive. 10 for 65c; 100 for \$5.25.

URSA MINOR (1). Another Triumph tulip of large size on short to medium stems. Deep golden yellow; very early. 10 for 70c; 100 for \$6.25.

WEBER (1). A new type of tulip (Mendel) as large as a Darwin, but earlier. The beautifully formed flowers are pure white with wide margins of clear pink. The marginal coloring is constant and does not spread as the flower ages, thus it retains its daintiness till the petals fall. 10 for 65c; 100 for \$5.50.



Tulips in Court of Reflections at the Golden Gate International Exposition.

PRINCE OF ORANGE

BOTANICAL TULIPS

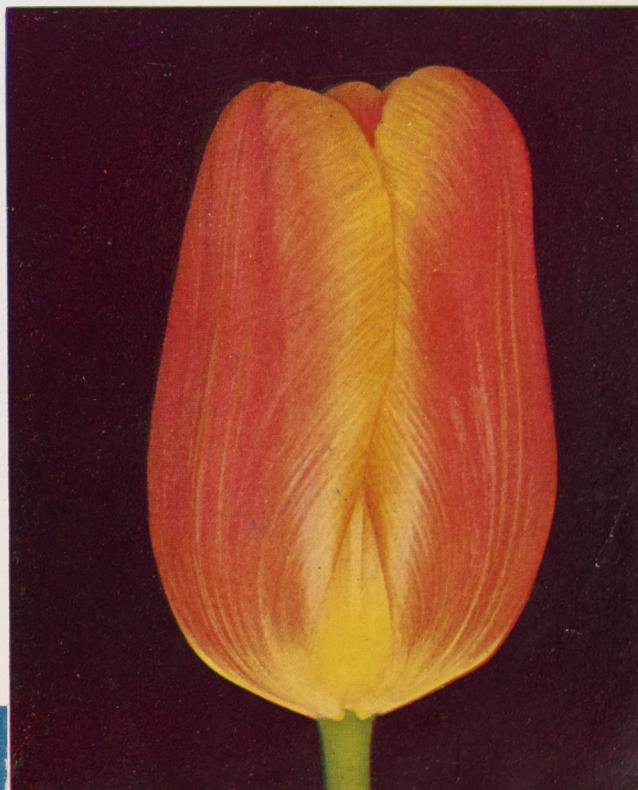
CLUSIANA (The Candy Stick Tulips). Outer petals white, striped cherry red, inner petals white; slender and graceful; very early. 10 for 65c; 100 for \$5.75.

KAUFMANNIANA (Water Lily Tulip). Creamy white with carmine on reverse of petals; opens flat on sturdy, short stems. Blue aubretia is a charming neighbor for this tulip. 10 for \$1.00; 100 for \$9.00.

SYLVESTRIS. The wild tulip of Europe; fragrant yellow flowers blooming very early. We plant it under drifts of Crocus where it flowers after the Crocus are through. 10 for 80c; 100 for \$7.00.



CLUSIANA



TULIP COLLECTIONS

TULIP COLLECTION **\$330** No. 1

A collection of colorful and dependable varieties for small gardens. Plant each color in a group for best effect.

- 10 ARETHUSA—Yellow.
- 10 BRONZE QUEEN—Bronze.
- 10 CLARA BUTT—Pink.
- 10 DIDO—Rose and amber.
- 10 FEU BRILLIANT—Fiery red.
- 10 PRINCE OF ORANGE—Orange.

10 each of the above 6 varieties—

60 top size bulbs.....\$3.30
(Plus State Sales Tax, 10c.)
Regular Price \$3.85.

COLLECTION OF NEW **\$260** TULIPS

A choice selection of the newer tulips that will bring new color to your garden; moderately priced. We recommend all these varieties.

- 5 BLUE PERFECTION—Violet.
- 5 DRESDEN CHINA—Lavender.
- 5 DILLENBURG—Orange.
- 5 ECLIPSE—Blood red.
- 5 DR. JOHN McLAREN—Yellow.
- 5 MARJORIE BOWEN—Salmon pink.

5 each of the above-named 6 varieties—

30 top size bulbs.....\$2.60
(Plus State Sales Tax, 8c.)
Regular Price \$3.05.



GOLDEN GLORY

WHITE EXCELSIOR

POGGENBEECK



Periods of Bloom—A Bulb Calendar

JANUARY: Species Crocus, Polyanthus Narcissus, Galanthus, Leucojum, Campanelle Jonquils.

FEBRUARY: February Gold Daffodils, Crocus, Jonquils, Hyacinths, Anemones, Leucojum, Muscari, Gladiolus Tristis.

MARCH: Daffodils, Hyacinths, Wedgewood Iris, Species Tulips, Mendel and Triumph Tulips, Anemones, Ranunculus, Muscari, Freesias, Streptanthera, Sparaxis, Leucocoryne, Moraea, Chionodoxa.

APRIL: Tulips, Late Daffodils, Dutch Iris, Scillas, Freesias, Anemones, Ranunculus.

MAY: Baby Gladiolus, Watsonias, Late Dutch Iris, Babianas, Tritonias, Ixias.



DAFFODILS
UNDER
BIRCH
TREES
CREATE A
DAINTY
PICTURE

Dutch IRIS

the finest of all spring flowering
bulbs for cut flowers

Dutch iris are rapidly gaining in popularity because of their beauty, ease of culture, early flowering, and long lasting qualities when cut. Early varieties flower the last of February and late varieties in April. Plantings may be made from October to January to prolong the blooming season. This type of iris is invaluable for inter-planting with tulips. Plant bulbs 4 to 6 inches apart and 2 to 3 inches deep. They may either be left in the ground or lifted each year when ripe.

ADRIAN BACKER (2). Of a uniform purple-lilac; petals of good substance; 24 inches. 10 for 60c; 100 for \$5.00.

BLUE HORIZON (S. de Vlieger) (2). Light violet-blue standards, falls sky blue, narrow orange stripe; large, beautiful flowers, 26 inches. 10 for 60c; 100 for \$5.00.

BLUE SKIES (J. Matham) (3). An outstandingly beautiful variety. Standards and falls pale cornflower blue; similar to Wedgewood but a month later; excellent to plant with tulips; 26 inches. 10 for 60c; 100 for \$5.00.

GOLDEN BRONZE (4). A new and rare variety. Standards dark violet, edged bronze; falls attractive golden bronze; 22 inches. 10 for 60c; 100 for \$5.00.

GOLDEN GLORY (4). A darker and later Yellow Queen; 26 inches. 10 for 60c; 100 for \$5.00.

IMPERATOR (4). Beautiful dark blue; late blooming; 30 inches. 10 for 60c; 100 for \$5.00.

INDIAN CHIEF (W. Verschuur) (4). Standards violet, tinged bronze; falls bronze. 10 for 60c; 100 for \$5.00.

LEONARDO DA VINCI (3). Standards cream, falls canary-yellow with orange stripe; very large flower. Lovely planted with yellow or white tulips; 28 inches. 10 for 60c; 100 for \$5.00.

MORNING MIST (Jan Weenix) (3). Standards and falls soft sky blue; the lightest blue in our list and lovely to combine with other flowers; 24 inches. 10 for 60c; 100 for \$5.00.

POGGENBEEK (2). An improved Imperator. Standards and falls dark, uniform blue; 30 inches. 10 for 60c; 100 for \$5.00.

THERESE SCHWARTZE (3). Standards pale cornflower blue, falls white with narrow orange stripe; 24 inches. 10 for 60c; 100 for \$5.00.

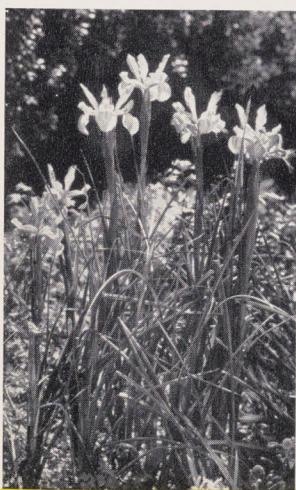
VIOLET QUEEN (W. Zuiderveld) (4). Color lilac and violet, similar to Adrian Backer but 2 weeks later; very fine. 10 for 60c; 100 for \$5.00.

WEDGEWOOD (1) (Tingitana Hybrid). Standards medium blue, falls lighter blue; large flower; blooms with late daffodils; 24 inches. 10 for 60c; 100 for \$5.

WHITE EXCELSIOR (2). Standards pure white, falls extra wide, white with orange stripe; 22 inches. 10 for 60c; 100 for \$5.00.

YELLOW QUEEN (2). Standards and falls brilliant golden yellow. A striking addition to the garden and exceptionally beautiful for a cut flower; 28 inches. 10 for 60c; 100 for \$5.00.

COLLECTION OF DUTCH IRIS
5 each of the 15 above-named
varieties—75 bulbs \$4.00
(Plus Sales, Tax, 12c)
Regular Price, \$4.50.



ADRIAN BACKER



GOLDEN BRONZE





ANEMONES

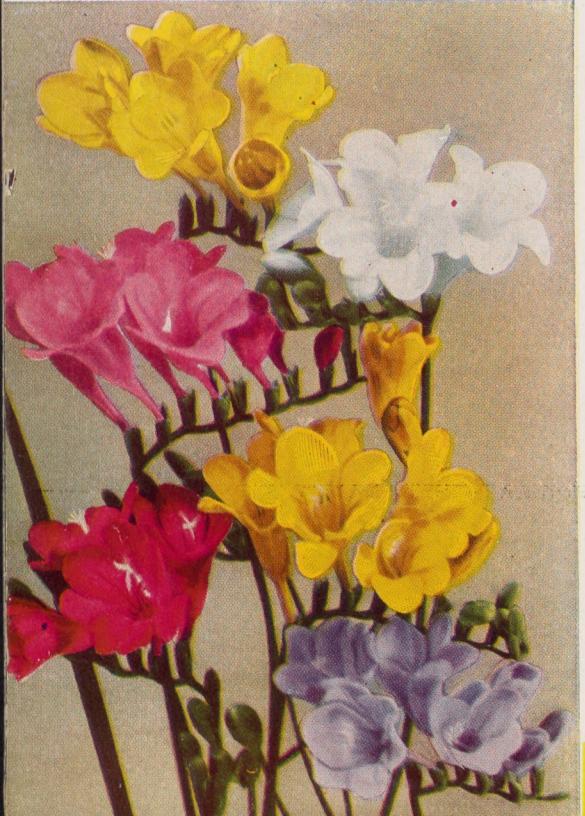
CALLAS

BABY CALLA. This new, pure white, dainty Calla is a perfect miniature of the large Calla aethiopica. Flowers borne on stems 12 to 18 inches tall. Prolific bloomer. Each 20c; 10 for \$1.75; 100 for \$15.00.

YELLOW CALLA. Brilliant yellow flowers that are unexcelled for cutting. Each 20c; 10 for \$1.75; 100 for \$16.00.

For best results, plant "Roeding Quality" bulbs.

FREESIAS



Miscellaneous Bulbs

ANEMONES

..... brilliant color from February to April

Plant in full sunshine but provide an ample supply of water and good drainage. Add peat or humus and sand if soil is very heavy. Soak bulbs an hour before planting. Set 2 inches deep with points or prongs down. Plant from October to January.

BLUE POPPY. A strain of deep blue singles with very large flowers. 10 for 50c; 100 for \$4.50.

HIS EXCELLENCY. Very large blooms of vivid scarlet on extra long stems. 10 for 50c; 100 for \$4.50.

MONARCH DE CAEN. Large, single blooms in brilliant colors produced very freely. 10 for 50c; 100 for \$4.50.

ST. BRIGID. Double and semi-double flowers in mixed shades. 10 for 50c; 100 for \$4.50.

ST. BAVO. A new type of anemone especially suited for rock garden planting. Single flowers of medium size in shades ranging from soft pink to fiery reds and deep blues. Blooms profusely through March and April. 10 for 60c; 100 for \$5.00.

BABIANAS

Freesia-like flowers in brilliant shades of dark blue and violet blooming in March and April; foliage downy and heavily ribbed. Bulbs multiply rapidly; give same culture as Freesias. 10 for 50c; 100 for \$4.00.

BABY GLADIOLUS

.... fill the gap between Tulips and June annuals

PEACH BLOSSOM. Uniform delicate pink; very lovely. 10 for 50c; 100 for \$4.50.

RED BRIDE. The best red in this class. 10 for 50c; 100 for \$4.50.

THE BRIDE. Pure white blooms on graceful spikes; fine for cutting. 10 for 50c; 100 for \$4.50.

TECOLOTE LAVENDER-BLUE. A new strain with extra large flowers. 10 for 50c; 100 for \$4.50.

TECOLOTE ORANGE. Brilliant shades in a new color class for this flower. 10 for 50c; 100 for \$4.50.

TECOLOTE SALMON. Attractive blooms in various shades of salmon. 10 for 50c; 100 for \$4.50.

TECOLOTE MIXED HYBRIDS. Extra large flowers in a wide range of colors. 10 for 50c; 100 for \$4.50.

FREESIAS

Plant in September and October in a sunny location in soil made light by addition of sand or humus. Set two or three inches deep and a like distance apart. Our bulbs are of large size and will give uniformly good results.

APOTHEOSE. The best pink freesia; flowers large with delicate fragrance. 10 for 40c; 100 for \$3.50.

GOLDEN DAFFODIL. Giant golden-yellow; nearly twice as large as Purity; early. 10 for 35c; 100 for \$3.00.

MARIE LOUISE FISCHER. The best new lavender-blue variety. 10 for 40c; 100 for \$3.50.

SUNSET. Color is a combination of gold and rich reddish-orange. 10 for 40c; 100 for \$3.50.

PURITY. This strain produces very large, white flowers; very fragrant. 10 for 35c; 100 for \$3.00.

SPECIAL MIXTURE. This is a blend of 15 colored varieties; contains no white. 10 for 40c; 100 for \$3.50.



ROEDING'S QUALITY
... The Mark of Distinction



YELLOW CROCUS

SPECIES CROCUS

Price of Varieties Listed Below:
10 for 45c; 100 for \$3.50.

SIEBERI. This is the earliest variety; starting to flower in January. Flowers are soft lavender with golden-yellow base.

SUSIANUS (Cloth of Gold). Golden - yellow, striped with brown on outer petals.

TOMMASINIANUS. Inside pale sapphire, outside lavender, stigmata brilliant orange.

CROCUS

CROCUS VERNUM. Dutch Crocus. This type of Crocus cannot be naturalized in grass in California as is done in colder sections but may be grown in beds or borders as well as in pots. We have found it beautiful when planted in thick drifts of separate colors in the rock garden.

Price of the Varieties Listed Below: 10 for 35c; 100 for \$3.

ENCHANTRESS. Soft blue with darker base; extra large.

KATHLEEN PARLOW. A large, strong growing, pure white.

MAMMOTH YELLOW. Rich buttercup yellow; many flowers from each bulb.

QUEEN OF THE BLUES. Delicate lavender-blue.

WHITE LADY. A fine white with very showy orange stigmata.

GALANTHUS

(Snowdrop)

ELWESI. Large, single flowers. 10 for 45c; 100 for \$4.00.

NIVALIS FLORE PLENO. Double flowers. 10 for 50c; 100 for \$4.50.

CHIONODOXA

(Glory of the Snow)

CHIONODOXA (Glory of the Snow). Lovely, early flowering bulb for rock gardens. Spikes of waxy blue flowers with white centers on 4 to 6 inch stems. Small, hyacinth-like foliage. 10 for 45c; 100 for \$4.00.

GLADIOLUS SPECIES

GLADIOLUS TRISTIS CONCOLOR. (Night Scented Gladiolus). Lemon-yellow flowers on slender, wiry stems; blooms in March. Very fragrant in evening and early morning. A suitable companion for *Tulipa clusiana* and *Moraea glauca*. 10 for \$1.00; 100 for \$9.00.

IXIAS

(African Corn Lilies)

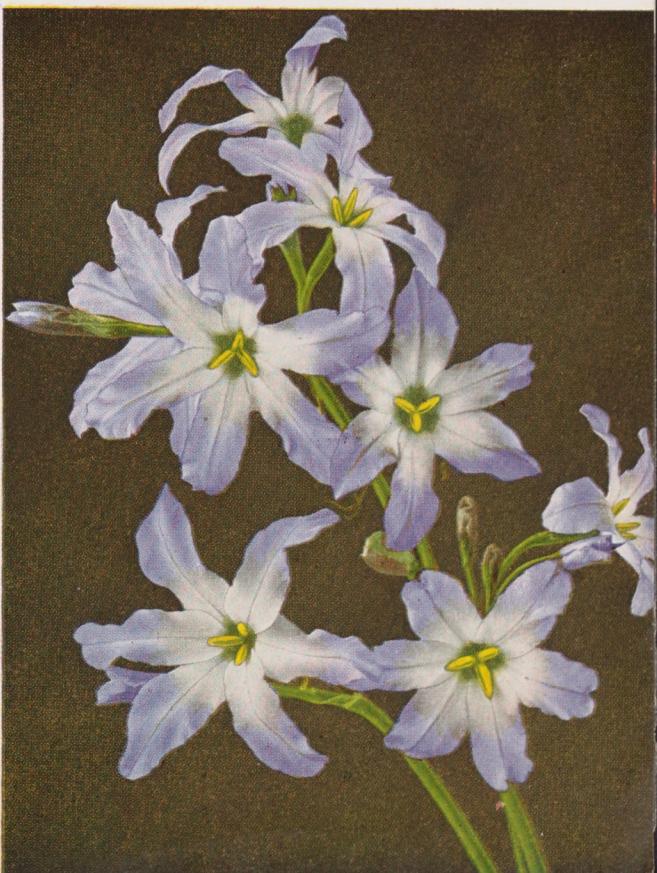
HYBRID IXIAS. Brilliant flowers valuable for interplanting with Tulips as they flower just after Tulips are through. 12 to 18 inches. Plant in early fall; set bulbs 2 inches deep. We can supply separate colors of carmine, orange, purple, white and yellow or mixed. 10 for 45c; 100 for \$3.50.



GALANTHUS (Snowdrop)

Plant "Roeding Quality" bulbs and note the difference.

LEUCOCORYNE (Glory of the Sun)



LEUCOCORYNE

(Glory of the Sun)

Recent introduction from Chile flowering in April. Must be planted early in well drained soil and given an abundance of water from planting time until flowers appear. Failure to supply these conditions will result in the bulbs remaining dormant in the soil. Flowers lavender-blue with white centers and golden stamens, carried on thin wiry stems. 10 to 12 inches tall. Lasts 10 to 12 days when cut. Foliage consists of two very narrow, grass-like leaves which lie flat on the ground. Each 20c; 10 for \$1.50; 100 for \$12.00. (See color plate on page 21.)

LEUCOJUM

(Snowflake)

Pendant white flowers with green tips; usually borne in clusters of three on 8 to 10 inch stems. Foliage resembles that of Daffodils. Leave undisturbed and quality of bloom improves each year. Plant 3 inches deep in sun or light shade. 10 for 60c; 100 for \$5.00.

RANUNCULUS



MUSCARI

(Grape Hyacinths)

Very pretty, hyacinth-like flowers produced in clusters like a bunch of grapes. Plant 3 inches deep where they may remain undisturbed and they will increase very rapidly.

ARMENIACUM. Flowers like Heavenly Blue but foliage is shorter and neater. 10 for 40c; 100 for \$3.50.

AZUREUM. Small, sky-blue sort for rock gardens. 10 for 40c; 100 for \$3.50.

BOTRYOIDES ALBA (Pearls of Spain). Pure white, small flowers; best in rock gardens. 10 for 40c; 100 for \$3.50.

HEAVENLY BLUE. The largest variety and most generally satisfactory. Ours is the true, large-flowering strain. 10 for 35c; 100 for \$3.00.



MUSCARI

is essential for best results. We offer only two-year, top-size bulbs.

GOLD SHADES. Flowers the same color as those of Darwin's Barberry; mostly double blooms. 10 for 60c; 100 for \$5.00.

PINK SHADES. We offer these this year in top size bulbs. Colors in varying shades of rosy-pink. 10 for 75c; 100 for \$6.00.

RED SHADES. Mostly double flowers in shades of red and very dark rose. 10 for 60c; 100 for \$5.00.

WHITE AND CREAM SHADES. Double flowers running 60% to 75% white. A very fine strain. 10 for 75c; 100 for \$6.00.

YELLOW SHADES. Mostly double flowers in attractive shades of cream and yellow. 10 for 60c; 100 for \$5.00.

TECOLOTE GIANTS MIXED. Large, two-year bulbs of double and semi-double varieties in solid and variegated colors of red, yellow and orange. 10 for 50c; 100 for \$4.00.

RANUNCULUS. Bordering "Siesta" Pool, Court of Reflections.





SCILLA CAMPANULATA EXCELSIOR

SCILLAS (Squills)

Beautiful, little campanula-shaped flowers resembling small hyacinths. They bloom in early spring and should be planted in October and November. Plant about 2 inches deep in clumps. They succeed best in shade.

CAMPANULATA ALBA. Pure white flowers; 12 to 15 inches. 10 for 45c; 100 for \$4.00.

CAMPANULATA EXCELSIOR. Spikes of bell-like, porcelain-blue flowers; 15 to 18 inch stems. Much finer than the common type of blue Scilla Campanulata. 10 for 50c; 100 for \$4.50.

CAMPANULATA ROSEA. Pinkish-lavender flowers. 10 for 45c; 100 for \$4.00.

NUTANS COERULEA. The true English Bluebell or Harebell; fragrant. 10 for 45c; 100 for \$4.00.

SPARAXIS

NEW TECOLOTE HYBRIDS. Flowers larger and in much better color range than the common strain and include the famous Bloem-Erf Hybrids; 8 to 10 inch stems. 10 for 75c; 100 for \$6.00.

TRITONIA

Cultural directions same as Freesias. Flowers larger and later than Freesias, following after Tulips. Leave in ground to increase until mass display is obtained. Excellent rock garden flowers.

PINK PRINCESS. A beautiful, clear pink variety that combines nicely with other flowers. 10 for 45c; 100 for \$4.00.

PRINCE OF ORANGE. A striking variety with dark orange blooms. 10 for 45c; 100 for \$4.00.

SALMON KING. Large flowers of brilliant salmon. 10 for 45c; 100 for \$4.00.

MIXED HYBRIDS. Attractive shades of pink, salmon and orange. 10 for 45c; 100 for \$4.00.

STREPTANTHERA CUPREA

Brilliant, new Cape Bulb. Foliage like Tritonia; flowers open flat; brilliant orange red with violet eye. Each bulb produces several spikes of bloom on 6 inch stems. Culture same as Freesias; blooms in March. 10 for \$1.00; 100 for \$9.00.

WATSONIA

Plant bulbs as soon as received, setting them 3 to 4 inches deep. They may be left in the soil for years or until they become crowded. Late planted bulbs will usually grow but may not flower the first season.

MRS. O'BRIENI. A magnificent, pure white variety. 10 for 70c; 100 for \$6.00.

ED. STURTEVANT. Clear, bright orange. 10 for 70c; 100 for \$6.00.

EUNICE. A very fine, clear, light salmon. 10 for 90c; 100 for \$8.00.

J. J. DEAN. Rose color with violet tints; broad-petaled flowers. 10 for 70c; 100 for \$6.00.

LILLIAN BENNER. Clear lavender-orchid. 10 for 70c; 100 for \$6.00.

MIXED HYBRIDS. Contains a wide assortment of colors. 10 for 60c; 100 for \$5.00.

GARDEN LECTURES

Our Garden Lecturer is prepared to give programs on a number of interesting subjects for Garden Clubs and similar organizations. The only charge in connection with this service is a nominal mileage charge and incidental expenses to locations more than 25 miles distant from Niles. Colored Motion Pictures are used in connection with many of these talks. Reservations for dates should be made at least one month in advance.

SPARAXIS





574 Your "HOSPITALITY Headquarters" AT THE EXPOSITION

California's state colors . . . blue and gold . . . predominate in this view of the California Nursery Company's "Old Adobe" Exhibit on Treasure Island. The young lady welcomes you with an armful of "Golden State", the Official Exposition Theme Rose.

Here visitors may secure living redwood trees, California's famous Big Tree (*sequoia gigantea*) of the Sierras, and the Coast's *Sequoia Sempervirens*.

Designed in the manner of the original historic "Old Adobe" located on our grounds at Niles, visitors will find California hospitality in the tradition of the Dons awaiting at this Exposition garden spot. Make it your headquarters, rest in our gardens . . . on cooler days and in the evenings sit before our open fireplace.

And in the same spirit of hospitality, visit us often at Niles, see the original "Old Adobe", our Show Gardens, and 300 Living Acres. Plan to attend the West's largest OUTDOOR BULB SHOW here in March-April 1940 and see convincing proof of the superiority of "Roeding's Quality" Bulbs in bloom. Come down this Fall and select **Roeding's Quality Bulbs** from our complete assortment for next Spring's colorful effects in your garden.

In this, our 75th Year, . . . as always, the latchstring is out to you, your family and friends.

GEORGE C. ROEDING, JR., President

CALIFORNIA NURSERY COMPANY

75th Year

Main Office: NILES, California

Branch Nurseries: MENLO PARK SACRAMENTO MODESTO FRESNO